

Europe Fitness Equipment Market by Type (Cardiovascular Training Equipment, Strength Training Equipment, Activity Monitors, Body Analyzers) and User (Home Consumers, Health Clubs, Commercial Users, Corporate Offices) - Opportunity Analysis and Industry Forecast, 2015 - 2022

<https://marketpublishers.com/r/E448CE1F0CAEN.html>

Date: April 2016

Pages: 95

Price: US\$ 3,962.00 (Single User License)

ID: E448CE1F0CAEN

Abstracts

Fitness equipment comprise machines and monitoring devices, which are required for performing physical exercises. Fitness exercises facilitate weight management, develop physical stamina, and improve muscular strength. Moreover, physical exercises are advised for certain medical treatments. The demand for fitness equipment has increased in the European countries, such as the U.K., Germany, and France, owing to the increase in health awareness among the obese population. The commonly observed commercial fitness equipment include treadmills, stair climbers, weightlifting machines, and stationary bicycles.

Increasing adoption of fitness exercises significantly contributes to the growth of the fitness equipment industry across the European region. The obese population are the major users of cardiovascular equipment for weight management. In addition, increased awareness about fitness and its related health benefits drives the adoption of fitness equipment, especially through gym memberships and in-home equipment sales.

Initiatives, such as corporate wellness programs, contribute to the growth of the fitness equipment market. Further, the number of fitness centers at super specialty hospitals have increased due to the supportive government measures to promote health awareness, thereby further supplementing the demand of fitness equipment. The trend of fitness equipment resales is quite evident, which is a major factor restricting the growth of the fitness equipment market. However, increasing demand from health clubs would ensure the overall growth of the market.

Europe fitness equipment market is segmented on the basis of type, user, and country. Based on type of fitness equipment, the market is segmented into machines for cardiovascular training, strength training, and other instruments for monitoring and tracking. The end user segment for the fitness equipment market comprise home/individuals, health clubs, and commercial organizations. The major commercial segment for this market includes equipment procured by hotels, corporate wellness centers at enterprises, and hospitals. The market is analyzed on the basis of regions, which include the U.K., Germany, France, Italy, and Rest of Europe. The U.K. would dominate the European market throughout 2015 - 2022.

This report provides a comprehensive analysis of the leading players including competitive insight of the market and to understand their key growth strategies. The prominent players analyzed in this report include Amer Sports Corporation, Nautilus, Inc., Brunswick Corp., Johnson Health Tech Ltd., Cybex International, Inc., ICON Health & Fitness, Inc., Technogym SpA, Tuntari New Fitness B.V., Exigo, Kettler (GB) Limited, and Torque Fitness LLC.

KEY BENEFITS

This report provides an in-depth analysis of the European fitness equipment market to elucidate the imminent investment pockets.

The current trends and future scenarios are outlined to determine the overall market potential and to single out profitable trends to gain a stronger foothold in the market.

This report provides information regarding the key drivers, restraints, and opportunities with their detailed impact analysis.

Quantitative analysis of the current market trends and future estimations for 2015 -2022 is provided to indicate the financial competency.

Porters Five Forces model and a SWOT analysis of the industry illustrate the potency of the buyers and suppliers.

Value chain analysis provides a clear understanding on the roles of stakeholders.

EUROPE FITNESS EQUIPMENT MARKET KEY SEGMENTS:

Europe Fitness Equipment Market by Type (Cardiovascular Training Equipment, Strength Training Equipment, Activ...

By Type

Cardiovascular Training Equipment

Strength Training Equipment

Other Equipment

Activity Monitors

Body Analyzers

By User

Home Consumers

Health Clubs

Other Commercial Users

Corporate Offices

Hotels

Hospitals

By Country

U.K.

France

Germany

Italy

Rest of Europe

Key Players

Amer Sports Corporation

Nautilus, Inc.

Brunswick Corp.

Johnson Health Tech Ltd.

Cybex International, Inc.

ICON Health & Fitness, Inc.

Technogym SpA

Tuntari New Fitness B.V.

Exigo

Kettler (GB) Limited

Torque Fitness LLC

Contents

CHAPTER 1 INTRODUCTION

- 1.1 Report description
- 1.2 Key benefits
- 1.3 Key market segments
- 1.4 Research methodology
 - 1.4.1 Secondary research
 - 1.4.2 Primary research
 - 1.4.3 Analyst tools and models

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 CXO perspectives

CHAPTER 3 MARKET OVERVIEW

- 3.1 Market definition and scope
- 3.2 Key findings
 - 3.2.1 Top impacting factors
 - 3.2.2 Top winning strategies
 - 3.2.3 Top investment pockets
- 3.3 Latest trends in the market
- 3.4 Porters five forces analysis
 - 3.4.1 Lower threat of substitutes due to absence of feasible alternative
 - 3.4.2 Players from sports goods business increase the threat of new entrants
 - 3.4.3 Strategic agreements with material suppliers limit their bargaining power to moderate level
 - 3.4.4 Large share of commercial customers in manufacturers sales leads to their higher bargaining power
 - 3.4.5 Competition in the market increases with emergence of domestic players
- 3.5 Value chain analysis
 - 3.5.1 Raw material suppliers
 - 3.5.2 Fitness equipment manufacturers
 - 3.5.3 Distributors
 - 3.5.4 Users of machines/ equipment
- 3.6 Market share analysis, 2015
- 3.7 Market dynamics

3.7.1 Drivers

3.7.1.1 Rising fitness awareness and health concerns

3.7.1.2 Obese population across European countries

3.7.1.3 Initiatives from governments, and enterprises.

3.7.2 Restraints

3.7.2.1 Material processing regulations

3.7.2.2 Resale of used fitness equipment

3.7.3 Opportunities

3.7.3.1 Youth population in the Region

3.7.3.2 Increasing disposable income across various countries in the region

CHAPTER 4 EUROPE FITNESS EQUIPMENT MARKET BY TYPE

4.1 Cardiovascular training equipment

4.1.1 Key market trends

4.1.2 Competitive scenario

4.1.3 Key growth factors and opportunities

4.1.4 Treadmills

4.1.5 Stationary cycles

4.1.6 Wave machines

4.1.7 Market size and forecast

4.2 Strength training equipment

4.2.1 Key market trends

4.2.2 Competitive scenario

4.2.3 Key growth factors and opportunities

4.2.4 Free weights

4.2.5 Cable crossover machines

4.2.6 Market size and forecast

4.3 Other equipment

4.3.1 Key market trends

4.3.2 Competitive scenario

4.3.3 Key growth factors and opportunities

4.3.4 Activity monitors

4.3.5 Body analysers

4.3.6 Market size and forecast

CHAPTER 5 EUROPE FITNESS EQUIPMENT MARKET BY USERS

5.1 Home/ individual usage

- 5.1.1 Market size and forecast
- 5.2 Health clubs/ gyms
 - 5.2.1 Market size and forecast
- 5.3 Other commercial users
 - 5.3.1 Corporate offices
 - 5.3.2 Hospitals
 - 5.3.3 Hotels
 - 5.3.4 Market size and forecast

CHAPTER 6 EUROPE FITNESS EQUIPMENT MARKET BY COUNTRY

- 6.1 U.K.
 - 6.1.1 Key market trends
 - 6.1.2 Competitive scenario
 - 6.1.3 Key growth factors and opportunities
 - 6.1.4 Market size and forecast
- 6.2 France
 - 6.2.1 Key market trends
 - 6.2.2 Competitive scenario
 - 6.2.3 Key growth factors and opportunities
 - 6.2.4 Market size and forecast
- 6.3 Germany
 - 6.3.1 Key market trends
 - 6.3.2 Competitive scenario
 - 6.3.3 Key growth factors and opportunities
 - 6.3.4 Market size and forecast
- 6.4 Italy
 - 6.4.1 Key market trends
 - 6.4.2 Competitive scenario
 - 6.4.3 Key growth factors and opportunities
 - 6.4.4 Market size and forecast
- 6.5 Rest of Europe
 - 6.5.1 Key market trends
 - 6.5.2 Competitive scenario
 - 6.5.3 Key growth factors and opportunities
 - 6.5.4 Market size and forecast

CHAPTER 7 COMPANY PROFILES

7.1 Amer Sports Corporation

- 7.1.1 Company overview
- 7.1.2 Company snapshot
- 7.1.3 Business performance
- 7.1.4 Strategic moves and developments
- 7.1.5 SWOT analysis of Amer Sports (Pecor)

7.2 Nautilus Inc.

- 7.2.1 Company overview
- 7.2.2 Company snapshot
- 7.2.3 Business performance
- 7.2.4 Strategic moves and developments
- 7.2.5 SWOT analysis of Nautilus

7.3 Brunswick Corporation

- 7.3.1 Company overview
- 7.3.2 Company snapshot
- 7.3.3 Business performance
- 7.3.4 Strategic moves and developments
- 7.3.5 SWOT analysis of Brunswick

7.4 Johnson Health Tech Co., Ltd.

- 7.4.1 Company overview
- 7.4.2 Company snapshot
- 7.4.3 Business performance
- 7.4.4 Strategic moves and developments
- 7.4.5 SWOT analysis of Johnson Health-Tech Ltd.

7.5 Cybex International Inc.

- 7.5.1 Company overview
- 7.5.2 Company snapshot
- 7.5.3 Strategic moves and developments
- 7.5.4 SWOT analysis of Cybex

7.6 ICON Health & Fitness, Inc.

- 7.6.1 Company overview
- 7.6.2 Company snapshot
- 7.6.3 SWOT analysis of ICON Health & Fitness, Inc.

7.7 Technogym SpA

- 7.7.1 Company overview
- 7.7.2 Company snapshot
- 7.7.3 Strategic moves and developments
- 7.7.4 SWOT analysis of Technogym

7.8 Tunturi New Fitness B.V.

- 7.8.1 Company overview
- 7.8.2 Company snapshot
- 7.8.3 Strategic moves and development
- 7.8.4 SWOT analysis of Turtturni New Fitness
- 7.9 Exigo
 - 7.9.1 Company overview
 - 7.9.2 Company snapshot
 - 7.9.3 Strategic moves and development
 - 7.9.4 SWOT analysis of Exigo
- 7.10 KETTLER (GB) Limited
 - 7.10.1 Company overview
 - 7.10.2 Company snapshot
 - 7.10.3 SWOT analysis of Kettler (GB) Limited
- 7.11 Torque Fitness LLC
 - 7.11.1 Company overview
 - 7.11.2 Company snapshot
 - 7.11.3 SWOT analysis of Torque Fitness

List Of Tables

LIST OF TABLES

TABLE 1 EUROPE FITNESS EQUIPMENT MARKET BY COUNTRY, 2015-2022 (\$MILLION)

TABLE 2 EUROPE FITNESS EQUIPMENT MARKET BY TYPE, 2015-2022 (\$MILLION)

TABLE 3 EUROPE CARDIOVASCULAR FITNESS EQUIPMENT MARKET BY GEOGRAPHY, 2015-2022 (\$MILLION)

TABLE 4 EUROPE STRENGTH TRAINING FITNESS EQUIPMENT MARKET BY GEOGRAPHY, 2015-2022 (\$MILLION)

TABLE 5 EUROPE OTHER FITNESS EQUIPMENT MARKET BY GEOGRAPHY, 2015-2022 (\$MILLION)

TABLE 6 EUROPE FITNESS EQUIPMENT MARKET BY USER, 2015-2022 (\$MILLION)

TABLE 7 EUROPE HOME USAGE FITNESS EQUIPMENT MARKET BY GEOGRAPHY, 2015-2022 (\$MILLION)

TABLE 8 EUROPE HEALTH CLUB USAGE FITNESS EQUIPMENT MARKET BY GEOGRAPHY, 2015-2022 (\$MILLION)

TABLE 9 EUROPE OTHER COMMERCIAL USAGE FITNESS EQUIPMENT APPLICATIONS MARKET BY GEOGRAPHY, 2015-2022 (\$MILLION)

TABLE 10 U.K. FITNESS EQUIPMENT MARKET BY USER, 2015-2022 (\$MILLION)

TABLE 11 U.K. FITNESS EQUIPMENT MARKET BY TYPE, 2015-2022 (\$MILLION)

TABLE 12 FRANCE FITNESS EQUIPMENT MARKET BY USER, 2015-2022 (\$MILLION)

TABLE 13 FRANCE FITNESS EQUIPMENT MARKET BY TYPE, 2015-2022 (\$MILLION)

TABLE 14 GERMANY FITNESS EQUIPMENT MARKET BY USER, 2015-2022 (\$MILLION)

TABLE 15 GERMANY FITNESS EQUIPMENT MARKET BY TYPE, 2015-2022 (\$MILLION)

TABLE 16 ITALY FITNESS EQUIPMENT MARKET BY USER, 2015-2022 (\$MILLION)

TABLE 17 ITALY FITNESS EQUIPMENT MARKET BY TYPE, 2015-2022 (\$MILLION)

TABLE 18 REST OF EUROPE FITNESS EQUIPMENT MARKET BY USER, 2015-2022 (\$MILLION)

TABLE 19 REST OF EUROPE FITNESS EQUIPMENT MARKET BY TYPE, 2015-2022 (\$MILLION)

TABLE 20 SNAPSHOT OF AMER SPORTS

TABLE 21	SNAPSHOT OF NAUTILUS INC.
TABLE 22	SNAPSHOT OF BRUNSWICK CORP.
TABLE 23	SNAPSHOT OF JOHNSON HEALTH TECH CO., LTD.
TABLE 24	SNAPSHOT OF CYBEX INTERNATIONAL INC.
TABLE 25	SNAPSHOT OF ICON HEALTH & FITNESS, INC.
TABLE 26	SNAPSHOT OF TECHNOGYM SPA
TABLE 27	SNAPSHOT OF TURTURNI NEW FITNESS
TABLE 28	SNAPSHOT OF EXIGO
TABLE 29	SNAPSHOT OF KETTLER (GB) LIMITED
TABLE 30	SNAPSHOT OF TORQUE FITNESS LLC

List Of Figures

LIST OF FIGURES

FIG. 1 TOP IMPACTING FACTORS

FIG. 2 TOP WINNING STRATEGIES

FIG. 3 TOP INVESTMENT POCKETS

FIG. 4 PORTERS MODEL OF FITNESS EQUIPMENT MARKET

FIG. 5 VALUE CHAIN MODEL OF FITNESS EQUIPMENT MARKET

FIG. 6 MARKET SHARE ANALYSIS, 2015 (PERCENTAGE)

FIG. 7 OVERWEIGHT/OBESITY RATES IN SELECTED EUROPEAN COUNTRIES, 2015 (IN %)

FIG. 8 OBESITY PREVALENCE OF ADULTS IN ENGLAND, 1993-2013 (IN %)

FIG. 9 REVENUE OF AMER SPORTS CORPORATION, 2012-2014, \$MILLION

FIG. 10 REVENUE OF AMER SPORTS CORPORATION BY BUSINESS SEGMENT (%), 2014

FIG. 11 REVENUE OF AMER SPORTS CORPORATION BY GEOGRAPHY (%), 2014

FIG. 12 SWOT ANALYSIS OF AMER SPORTS

FIG. 13 NET SALES OF NAUTILUS INC., 2012-2014, \$MILLION

FIG. 14 SWOT ANALYSIS OF NAUTILUS

FIG. 15 NET SALES OF BRUNSWICK, 2012-2014, \$MILLION

FIG. 16 NET SALES OF BRUNSWICK BY GEOGRAPHY (%), 2014

FIG. 17 NET SALES OF BRUNSWICK BY BUSINESS SEGMENTS (%), 2014

FIG. 18 SWOT ANALYSIS OF BRUNSWICK

FIG. 19 NET SALES OF JOHNSON HEALTH TECH CO., LTD., 2012-2014, \$MILLION

FIG. 20 SWOT ANALYSIS OF JOHNSON HEALTH TECH CO., LTD.

FIG. 21 SWOT ANALYSIS OF CYBEX

FIG. 22 SWOT ANALYSIS OF ICON HEALTH & FITNESS, INC.

FIG. 23 SWOT ANALYSIS OF TECHNOGYM SPA

FIG. 24 SWOT ANALYSIS OF TURTURNI NEW FITNESS

FIG. 25 SWOT ANALYSIS OF EXIGO

FIG. 26 SWOT ANALYSIS OF KETTLER (GB) LIMITED

FIG. 27 SWOT ANALYSIS OF TORQUE FITNESS

I would like to order

Product name: Europe Fitness Equipment Market by Type (Cardiovascular Training Equipment, Strength Training Equipment, Activity Monitors, Body Analyzers) and User (Home Consumers, Health Clubs, Commercial Users, Corporate Offices) - Opportunity Analysis and Industry Forecast, 2015 - 2022

Product link: <https://marketpublishers.com/r/E448CE1F0CAEN.html>

Price: US\$ 3,962.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E448CE1F0CAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970